

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

In the matter of)	
)	
Children's Television Obligations)	
Of Digital Television Broadcasters)	MM Docket No. 00-167
)	
Further Notice of Proposed Rulemaking)	

To: The Commission and Chief, Media Bureau

REQUEST FOR EXTENSION OF TIME TO FILE COMMENTS
OF
CHILDREN NOW
AMERICAN PSYCHOLOGICAL ASSOCIATION
AMERICAN ACADEMY OF PEDIATRICS
AMERICAN ACADEMY OF CHILD AND ADOLESCENT PSYCHIATRY
THE BENTON FOUNDATION
UNITED CHURCH OF CHRIST, OFFICE OF COMMUNICATIONS, INC.
THE INSTITUTE FOR PUBLIC REPRESENTATION

The above-captioned organizations (collectively "The Children's Media Policy Coalition") request that the Commission extend the comment and reply comment filing deadlines in the above-captioned proceeding by 30 days each. The Children's Media Policy Coalition would find it difficult to draft complete responses to the issues raised in the Further Notice of Proposed Rulemaking by the Commission's March 1 deadline. Additionally, if the deadline is extended, the Coalition can include information from a study which will be released on March 9, 2005. The Children's Media Policy Coalition respectfully requests that the Commission delay the comment deadline to April 1 and the reply deadline to May 1.

The Coalition is currently involved in reconsideration of the above-captioned proceeding. Petitions for Reconsideration are due February 3, Oppositions are due 15 days after public notice of filing of the Petition for Reconsideration, and Replies are due 10 days after the date for filing Oppositions expire. Therefore reconsideration will likely last

through February and into early March. The Coalition's involvement in this proceeding expends much of our limited resources and prevents us from responding by the deadline.

Furthermore, a modest extension will enable the Coalition to include new research findings that will be available in March. The Kaiser Family Foundation plans to release its annual study on children and media on March 9th. This research may yield relevant information on marketing to children and, if so, the Coalition believes it is essential that this new research be part of the record.

A modest extension of time will allow the Coalition, as well as members of the public, to participate fully in this docket. Given the importance of this topic, an extension of the comment and reply comment filing periods is necessary. A short delay of one month will not prejudice this proceeding and will encourage developed responses that will serve the interests of informed decision-making.

For the foregoing reasons, the Children's Media Policy Coalition respectfully requests the Commission extend the comment and reply comment filing deadlines in this proceeding by 30 days each.

Respectfully submitted,

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January 28, 2005